



Delight Customers With Service

What does a customer go through to do business with your company? There are many ways in which a customer interfaces with the company. How well the company responds always helps define the level of customer satisfaction.

WONDERMENT® Project Steps:

1. Call your company anonymously.
2. Try to complete typical transactions.
 - Get a quote
 - Place an order
3. If the results are less than desirable, define what you'd like the desired state to be.

Note:

It is possible you will be frustrated or embarrassed with the result. It is important you do not attack the staff with the knowledge gained.

Example: Catering Service

Kathryn's Catering had received several customer satisfaction complaints, so Kathryn decided to test the process herself. When she called, the phone was answered promptly, but when she tried to order a cheesecake and six-dozen cookies, she was put on hold for several minutes while the customer service representative determined what types of cookies were available. The price she was quoted did not include delivery charges, which were reflected in the bill she was handed upon delivery several days later.

In Your Company ...

Attempt to place an order. How long did it take? Did you get a sense for how quickly and accurately it was processed?

A Suggested Wonderment Action ...

Shadow the order until it reaches the factory floor.

Steps ...

1. Identify 4-7 orders and actually follow them.
2. Ask different people to describe the processing steps. See if they know. See if they agree.

What questions does this raise?

- How long did the phone call take? How many rings until it was answered?
- How was accuracy assured?
- Are all the process steps and approvals necessary?
- How many reviews or double checks are needed?
- Did the person you talked to have the information they needed to complete your call?